



MORGAN LIBRARY
COLORADO STATE UNIVERSITY



Takeaways

Surviving an Anniversary: How Not to Go Crazy Fundraising for Digitization and Documentaries by Bruce Hallmark, Director of Development

Land-Grant Anniversaries

1. Land-grant institutions share a common origin, so focus on what makes your university distinctive and the “firsts” it accomplished. For example: There was a woman (Libby Coy-Lawrence) in our first graduating class in 1884, and we enrolled our first African American student (Grafton St. Clair Norman) in 1892.
2. Many fascinating aspects of your history are unknown to alumni, the administration, and current students.

CSU's 150th Documentary

3. Start early. It takes time to survey existing materials that need to be digitized, and to discover unknown caches of media across campus.
Note: Your external relations group is likely not archiving materials in an organized manner or recording basic metadata with their content.
4. University administration needs to devote time to discussing an anniversary *3 to 4 years prior* to the celebration. Having a basic plan for a pending anniversary helps prevent voices from the margins from driving the conversation while leadership is occupied with more pressing matters.
5. Long-range planning helps the campus engage potential speakers, plan around construction projects, obtain donor buy-in and participation, start preservation efforts, etc., all of which set the stage for a great anniversary.
6. Have a seat on your anniversary committee, and help create a university-wide strategy that includes the library.
7. If making a documentary, determine whether you need to retain a third-party historical documentary filmmaker, and what specific deliverables you want (e.g., script writing, creating and coordinating the shoot schedule, working with your in-house video crew, hiring a film production company, assisting with promotion, helping to fundraise, etc.).
8. Ensure your filmmaker has the resources, talent, and budget required to do the job.
9. The narrative of the film drives the visuals, not the other way around.

10. Commitments to diversity and inclusiveness will be front and center when making a documentary. To help ensure the full history is told, start working early with campus groups who represent women, people of color, LGBTQ, etc.
11. Establish an oral history program that captures a digital record of the prominent, accomplished, or influential members of your campus community (not just faculty), and preferably on camera.
12. Even if a documentary is not made, archival resources and materials will be needed for anniversary celebrations.

Project Promotions

13. It takes time to build awareness and anticipation for an upcoming anniversary among alumni, potential donors, city officials, faculty and staff.
14. Anniversaries are great opportunities for historic reflection and can be used to raise the profile of your Archives & Special Collections department.
15. Rather than create a lot of new events for an anniversary, consider instead highlighting the anniversary through existing events.
16. Consider a traveling exhibit of university memorabilia to generate state-wide interest in your anniversary by potentially partnering with your alumni association, athletics, etc.

A Vision for Fundraising

17. Fundraising strategies for anniversaries are best directed by the head of your fundraising group or division in consultation with those most directly involved.
18. The digitization challenge for most university archives is to “get caught up and stay ahead.” Anniversary celebrations provide a rare opportunity to highlight the important work your archive and cultivate new donors.

Final Thoughts

19. Seek the support of your president’s office when launching a large-scale preservation project. This could come in the form of funding, public endorsement, suggesting donors, or assisting with corporate sponsorships.
20. Given the degradation of old magnetic tape, the entire campus needs to begin working with your Archive to locate and digitize those aging media as soon as possible.
21. Learn from other universities:
 - Indiana University (<https://200.iu.edu/>)
 - Kansas State (<http://www.k-state.edu/150/>)
 - Wayne State (<https://150.wayne.edu/>)
 - University of California System (<https://150.universityofcalifornia.edu/#intro>)
22. Any other takeaways you would like to add?